Release 2: Understanding What You Are Buying - MVP Outline

# Release Goal

Determine the problem to be solved while effectively supporting and communicating with the customer.

# Iteration 2.A: Understanding Your Needs and Agency Readiness

Now that you have a better understanding of the digital services world, you’re ready to begin applying that knowledge to your agency and to your live digital assignment. To most effectively do this, you’ll first need to understand your stakeholder environment (your agency for example) by engaging with them. This will help you determine what their digital services needs are as well as how ready they are for change and innovative digital services delivery practices. Then, given what you learn, you’ll need to determine which market segment(s) apply to their need and how to craft a product vision that defines that need.

**Learning Activities are labeled based on the following categories: 1) use as-is from the pilot; 2) tweak pilot materials (<30% revision), 3) revise pilot materials (30-70% revision), or 4) create new materials.**

| Performance Objective | Learning Activity | Seat Time |
| --- | --- | --- |
| N/A – ALL | * **Introduction** (tweak) * **Release Scenario Staging** (tweak to match updated learning objectives) * **Guided Learning Webinar** (Revise) – Iteration Planning Meeting (Tweak) | 1 hour |
| Analyze stakeholders in your sphere of influence that will impact digital services acquisition. | * **Activity: Engaging Influencers and Gatekeepers** (Tweak; move from Pilot 4.A) and **Activity: Stakeholder Analysis** (Tweak. Move from Pilot 2.A. Live Digital Assignment. Focus on agency stakeholder analysis rather than LDA stakeholder analysis).   + Have participants complete stakeholder analysis & identify who they want to interview in this release (to ensure they identify the right level of interviewee—SPE or other senior level person—not just their supervisor); must complete interviews by Dec. 31st   + Bronze: complete stakeholder analysis; conduct 2 interviews (1 hour each)   + Silver: all bronze requirements + 1 additional interview (3 in total)   + Gold: all silver requirements + 1 additional interview (4 in total) | * 2 hours for initial stakeholder analysis * 1 hour per interview (2 hours for bronze) |
| Assess your agency’s readiness for change and innovation. | * **Agency Change and Innovation Readiness Survey** (Tweak; move from Pilot 4.A as a BRONZE Activity)   + Review [this model](https://projectspace.icfi.com/tms/OMB_Challenge/_layouts/15/WopiFrame.aspx?sourcedoc=/tms/OMB_Challenge/Shared%20Documents/3_Release%202/agile_maturity_model.pdf&action=default) to see what can fit into this survey. * Readings to support this objective:   + - [Seven Ways to Cure Risk Aversion](http://www.fastcompany.com/3045577/hit-the-ground-running/seven-ways-to-cure-your-aversion-to-risk) (move from Pilot 4.A) BRONZE     - [Do You Have a Hard Time Making Decisions? (NY Times)](http://learning.blogs.nytimes.com/2011/08/18/do-you-have-a-hard-time-making-decisions/?_r=0) BRONZE | 1 hour |
| Ask effective exploratory questions to understand the agency's need and make recommendations on a course of action for a digital acquisition procurement. | * **Live Digital Assignment**   + Change this to be focused on creating their product vision (move what was originally in 1.B to 2.A) – update the LDA guidance document accordingly   + Resources to support this activity:     - <http://www.yegor256.com/2014/10/20/how-we-write-product-vision.html>     - <https://www.scrumalliance.org/community/articles/2009/january/the-product-vision>     - **Guided Learning Webinar** (Revise) – Product Vision – Leverage acqu-a-thon resources developed on this topic & possibly use the threaded scenario as an example. Identify USDS guest speaker to support this webinar. BRONZE | 5 hours |
| Analyze a digital service need to determine the most appropriate market for the service. | * **NEW: Practice Analyzing a Digital Services Need**   + Using the threaded scenario, analyze the digital services need to determine whether an open source, proprietary, or COTS solution is most effective. The threaded scenario will have the product vision established, so learners will need look at the market options relative to this product vision (i.e., the overall objective of the acquisition) and the overall market segment for this service (which will lead into 2.B where they focus on looking for specific suppliers within a particular market segment).   + From Traci: *I think we can take one element of the scenario that we pre-script to have an Open Source solution and a COTS solution – and in the example we can provide some directed instruction that will get them to what we want them to research- the activity is not about getting it “RIGHT” but about understanding HOW to find these different types of products and determine whether or not there is a market and how strong that market is.*   + Deliverable format: Word document. Learners need to defend their position on what is most effective. They can explain it and/or give a similar example as justification.     - *We will use these submissions and provide feedback on the activity in the classroom in group work.* * Readings to support this objective:   + - [Improving Cybersecurity Protections in Federal Acquisition](https://policy.cio.gov/). BRONZE     - Gartner report/market quadrant – locate and/or leverage the market quadrant example activity that is part of 1.B online learning. BRONZE | 2 hours |
| *Begins to address this 2.B performance objective:* Identify why communicating openly and responsibly with potential vendors is critical to digital services acquisition success and how to do it. | * **NEW: Communicating the Mission/Need** (SILVER/GOLD level): Participants must are given example blogs that either do or do not do an effective job of drawing in viewers and effectively communicating the mission and impact of a particular effort in an engaging manner. Learners must compare/contrast them in a discussion post and discuss what makes them effective/ineffective.   + Silver requirements: TBD   + Gold requirements: TBD | 1 hour |